

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT CREATIVE, INC.

Ad No. 471 - Architecture - Reg. No. 21132 - Page - 4 - Black - EQ x 11 1/2 inches - National Magazines, 1978

Printed in U.S.A.

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*The thoughtful choice  
in low-tar smoking.*



# The low-tar cigarette with the recessed tip.



*Most low-tar cigarettes  
are flash-tipped. So tar  
buildup is flat against your lips.*

*But Parliament has the recessed tip.  
That means tar buildup never touches your  
lips. All you get is that neat, clean taste.*

*So if you're trying to find a low-tar  
cigarette that tastes good, why not  
choose the one with the difference,  
Parliament with the recessed tip.*

Full Flg. "tar" 11 mg. nicotine—  
King "tar" 11 mg. nicotine  
tar per cigarette, FTC Report Nov. 78

**Warning: The Surgeon General Has Determined  
That Cigarette Smoking is Dangerous to Your Health.**

## Parliament

